

Idaho Conference on Recreation & Tourism 2010

Doubletree, Hotel Boise, Riverside

Tuesday, May 4

ALL DAY:

ITC Meeting,
Grant
Presentations

9 am –Noon

Registration Desk Opens
Exhibitors set-up
Scenic Byways Workshop

Kick –off to ICORT

Noon - 1:30 PM Luncheon

Welcome: Karen Ballard, Tourism Administrator

AFTERNOON SESSIONS

1:30—5:30 Snake River Canyon Scenic Byway Tour

1:30-2:30 Breakout Tracks

- **Park & Arts (PART I)**
- Sources of Recreation Funding
- Idaho's Leads Program
- Social Media and the Community Economy
- Volunteer programs that work

1:30 – 4:30: ServSafe Training (fee)

2:30 – 3:00 : Break with Exhibitors

3:00-4:00 Breakout Tracks

- Recreation fees. "The Good, the Bad, and the Ugly". Implementation of current laws; panelists may include RAC member, FS/BLM, IDPR folks relative to this years legislation package.
- Site Seer 3D – Workshop. What does blockbuster movie AVATAR and SiteSeer have in common? 3D. Learn how you can add this cutting edge technology to your website.
- The Be Outside Campaign and the Idaho Children and Nature Network. Focus will be on children and family-oriented recreation, ways to market to segment and provide opportunities.

3:00 – 5:30: Park & Arts (PART II includes tour)

4:00—4:30 Break with Exhibitors

4:30—5:30 General Session

6:00—8:00 PM

Larry May Foundation Reception & Silent Auction, Exhibitors, Dine around Boise

Wednesday, May 5th

8:30-9:30 Breakfast buffet

9:45-10:30 General Session – Matt Dickman

10:30-11:00 with Exhibitors

11:00-12:00 General Session - Trends in Public Relations —panel

Noon to 1:30 Luncheon & Speaker

1:30-2:30 Breakout Tracks

- TripAdvisor – FREE TOOLS - Reputation management
 - Google Analytics, SEO, SEM
- Impacts of Recreation on Community Sustainability
 - Matt Dickman
- Biggest Threat(s) to Recreation in Idaho

2:30-3:00 Break with Exhibitors

3:00-4:00 Breakout Tracks

- SYSCO – Consumable Souvenirs
- Non-motorized Trails. Topics may include how to fund nonmotorized recreation (license plate idea), new NM trail group forming in ID, Centennial Trail, ect.
 - TBA

- Rec Next: What's new in the World of Recreation Equipment?

5:30 Reception with Exhibitors

7:00 Taste of Idaho- Idaho Preferred - local foods showcase

Thursday, May 6th

8:30-9:30

Adventures in Living

The (GIG) Great Idaho Getaway Project
toolkit & networking tools

9:30-10:30 General Session Speaker – Emilyn Sheffield from CSU Chico

Change is a Community: Demographics and Lifestyles Transform Western Public Lands

10:30 – 11:00 Break with Exhibitors

11:00-12:00 Regional Caucuses

12:00-1:30 Lunch and Awards Banquet

OPTIONAL ACTIVITIES

1:30- 5:00

Golf Tournament Larry May Foundation fundraiser
Eagle area & Urban Wine Coop Tour

5:00 - 9:30

Modern Hotel – Modern Artists
1st Thursday in Downtown Boise

Agenda subject to change

Attendee Conference Cost

\$150—Pre-registration conference rate through April 23, 2010

\$135 for 2nd registration within the same organization

\$175— Registration rate after April 23, 2010